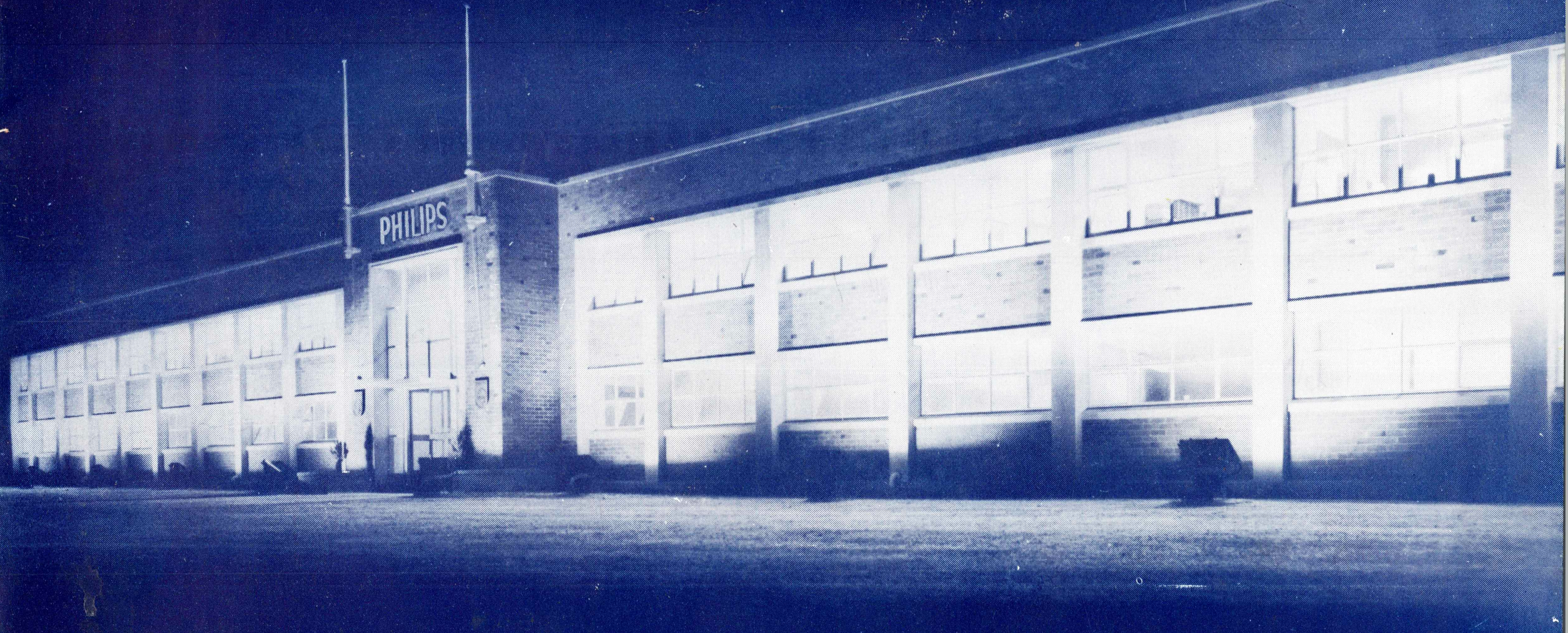
SHAPING THE WORLD OF TOMORROW



COMMEMORATING THE OPENING OF PHILIPS ELECTRONIC CENTRE, NAENAE: APRIL 12, 1958

APRIL 12, 1958—and another page is written in the history of Philips. As we open New Zealand's first Electronic Centre, we invite you to join us, in the all-too-brief pages of this booklet, as we glance back along the long and often difficult road we have travelled since the birth of the Philips organisation 67 years ago. Join us, too, as we survey the wider horizons of tomorrow, for, while the opening of this Centre marks a further achievement for our company, it is, at the same time, a tribute to the rapid growth and development of a young and vigorous nation.

L. Lord

Leighton Lord Chairman of Directors

D. Hudig

Dirk Hudig Managing Director

PHILIPS ELECTRICAL INDUSTRIES OF NEW ZEALAND LIMITED

Dr Anton Philips.

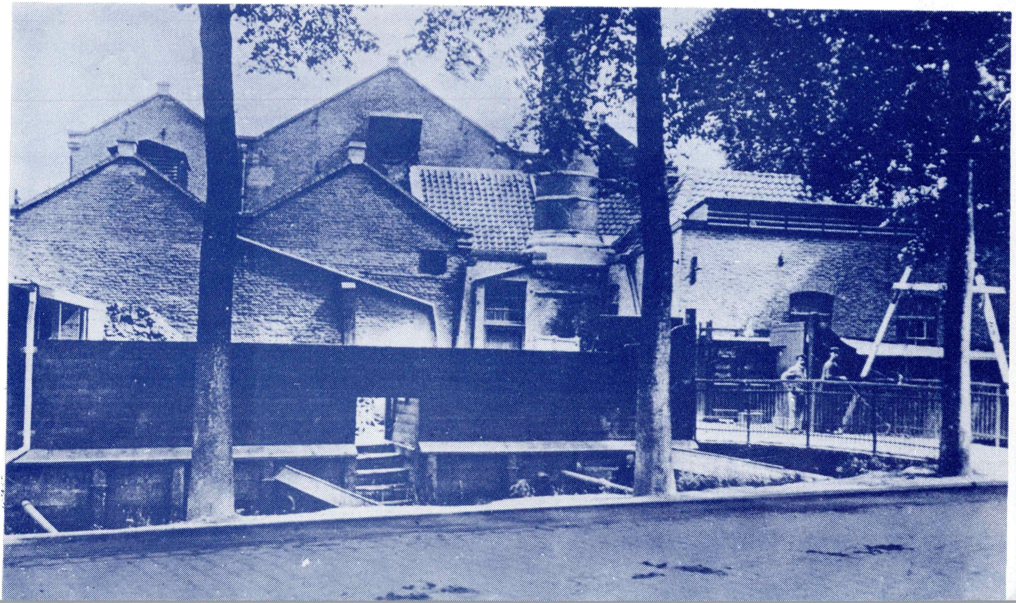
IT BEGAN BACK IN 1891

. . . when Frederik Philips and his son Gerard took over a small disused textile factory in Eindhoven, Holland, to manufacture incandescent lamps and so bring the benefits of electricity to a world that still regarded the new miracle as some mysterious witchcraft.

It was a slow painstaking start, and even by 1895 the tiny Philips organisation could boast a staff of only 45. But by the turn of the century the basis had been firmly laid for the world-wide organisation we know today. Lamps themselves made rapid progress, and by 1908 increased production warranted the building of the firm's first multi-storey concrete factory.

World War I saw further gigantic strides. With German glass bulb supplies cut off, Philips built their own glass works, and, for the first time ever, Dutch-made bulbs were blown in 1916. By now 3,600 workers were employed, and from this stage on development was extremely rapid, with new products being added almost yearly.

Frederik Philips died in 1899, and in 1922, when Gerard retired, Dr Anton Philips assumed control. Anton, Gerard's brother, was a human dynamo. For years beforehand, he had thrown himself wholeheartedly—and successfully—into the task of winning for Philips products a place in the world market—had even sold 50,000 lamps to the Czar of Russia as part of a world-wide sales campaign. In control at Eindhoven, he was the force behind the expansion drive. By 1927 there were 45 separate units located in 17 different countries, and distributing centres in many more. And, by the start of World War II, Philips could count 18,500 employees in Holland and 34,500 throughout the world.



The first factory, now used as a Philips museum.

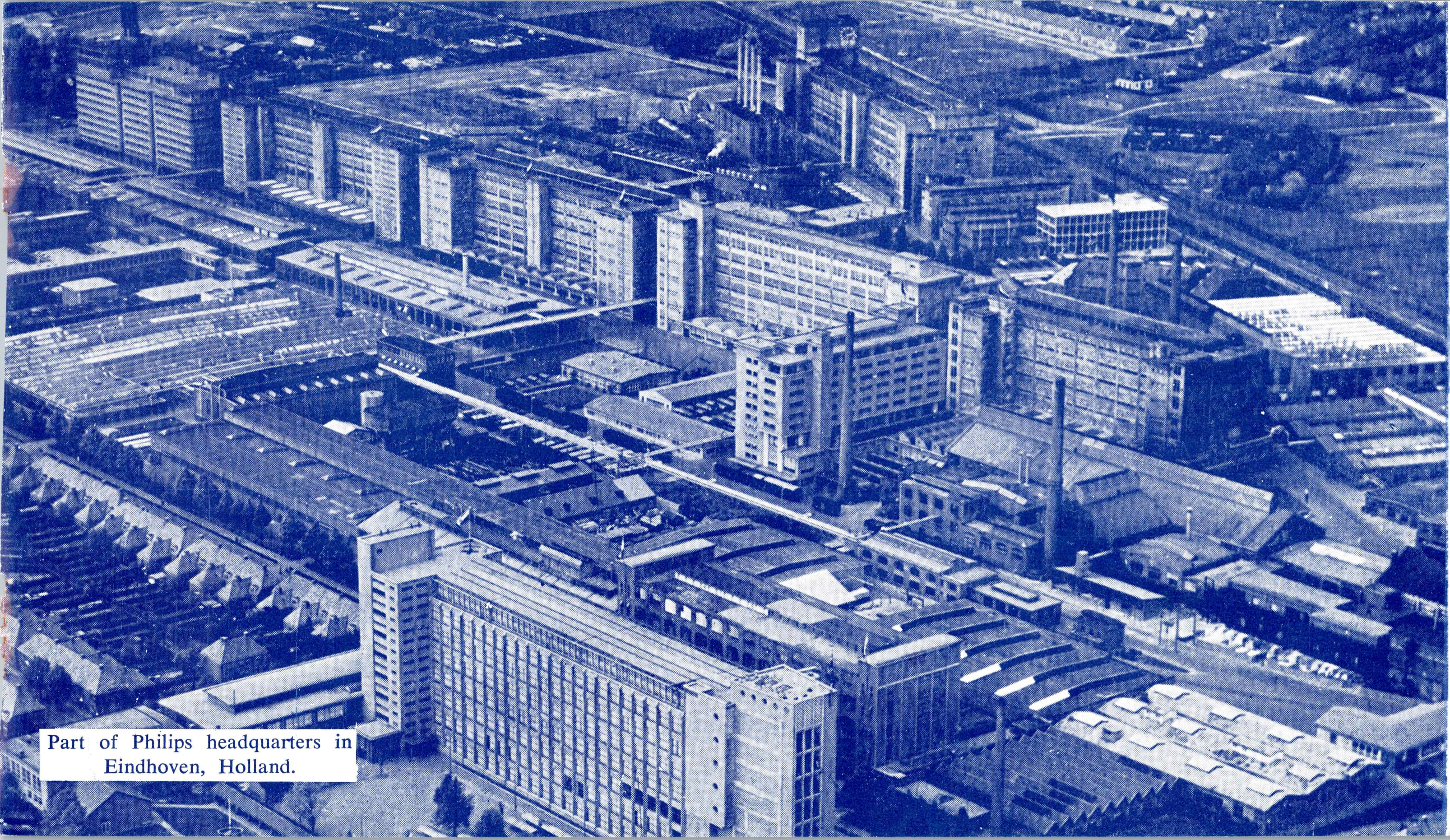
When war came, the headquarters of the company switched by pre-arranged plan to Curacao in the Netherlands West Indies, and the entire resources of the Philips organisation outside occupied Europe were thrown behind the Allied war effort. During the war, machinery and plant in the Dutch factories was plundered and the works extensively damaged by bombing, but a rapid recovery was made immediately after the armistice. In January 1945 the Philips plant in Holland had only 6,800 employees, but by November 1946 the payroll totalled 20,700. By the end of 1948 production had risen to 162 per cent of the pre-war volume.

Today over 60,000 people are employed by 19 Philips factories in Holland, and another 100,000 in the rest of the world. Over 100 factories are operating outside Holland in 27 countries, and selling organisations exist in 47 different countries.

Factory space alone in Holland amounts to over seven million square feet. And factories in Holland and abroad make use of 18 million square feet of manufacturing floor space.

In Eindhoven, Philips operate Europe's largest and best-equipped physics laboratories which occupy an area of almost 200,000 square feet. Over 800 people are directly engaged on electronic, television and other scientific research, the results of which are passed on in the form of greatly improved manufacturing techniques to Philips organisations throughout the world, including, of course, New Zealand.

It is an interesting footnote to a 67-year-old record that many thousand employees are direct shareholders in the organisation—practical evidence of the progressive employee-relations policy which the company has operated since its inception.



Part of Philips headquarters in Eindhoven, Holland.

THEN IN 1926 . . .

. . . Philips opened its first New Zealand office. Before then, Philips products, particularly lamps and lighting equipment, had been shipped direct from Philips overseas factories to wholesale distributing agents.

Radio was in its infancy and the years which followed saw Philips associated with the first major developments in broadcasting and mass radio set production. The first Philips sets were imported into New Zealand, with the Philips organisation in Wellington reinforcing wholesalers in the improvement of sales and service techniques.

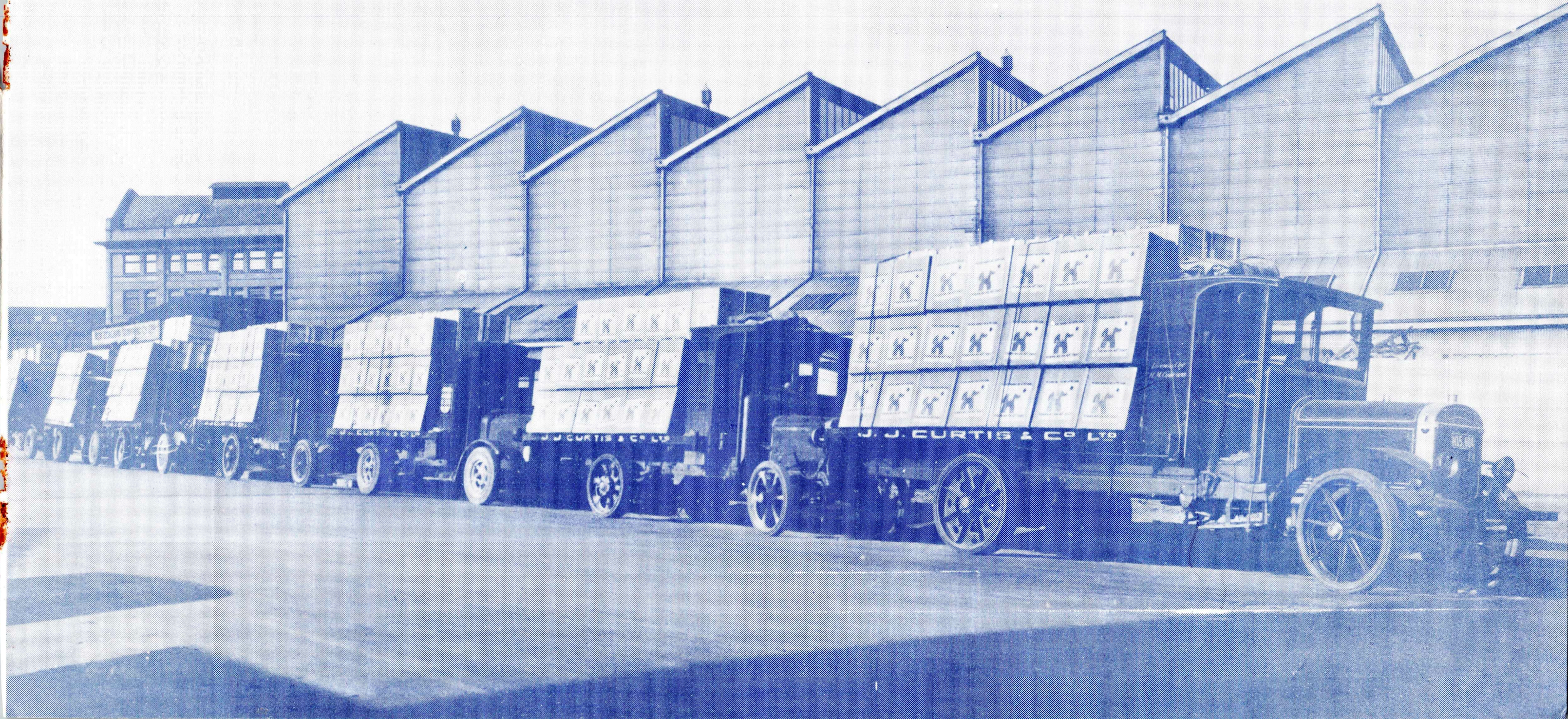
By 1931 the total number of radio sets in the country had grown from a mere 3,600 in 1926 to 62,700. The depression years provided only a temporary setback, for even in those trying times the demand was ever increasing—so much so that in 1935 Philips took over a building in Blair Street, Wellington, and, with six men, began operating its first New Zealand production line. The venture proved so successful that since 1938 the New Zealand Philips factory has manufactured all the Philips receivers sold in this country.

The company's output grew rapidly until war intervened and Philips' entire production switched to war service. So great and vital was the need that the company had to find a new enlarged factory to cope with the work. They took over 18,000 square feet on the top two floors of Austin House, Wakefield Street—where production continued until last year when the building became Philips New Zealand Head Office.

About 200 employees assisted in the war effort, working day and night, particularly on the production of the famous ZC1 transceivers.

With the close of hostilities came the need for still further expansion and, in 1946 and 47, with Mr Leighton Lord assuming control as Managing Director, branch offices were established in Auckland, Wellington, Christchurch and Dunedin, with facilities to cope with rising demand and all problems associated with the growing world of electronics.

1929: And a new batch of imported Philips radios is ready for dispatch from Wellington wharf.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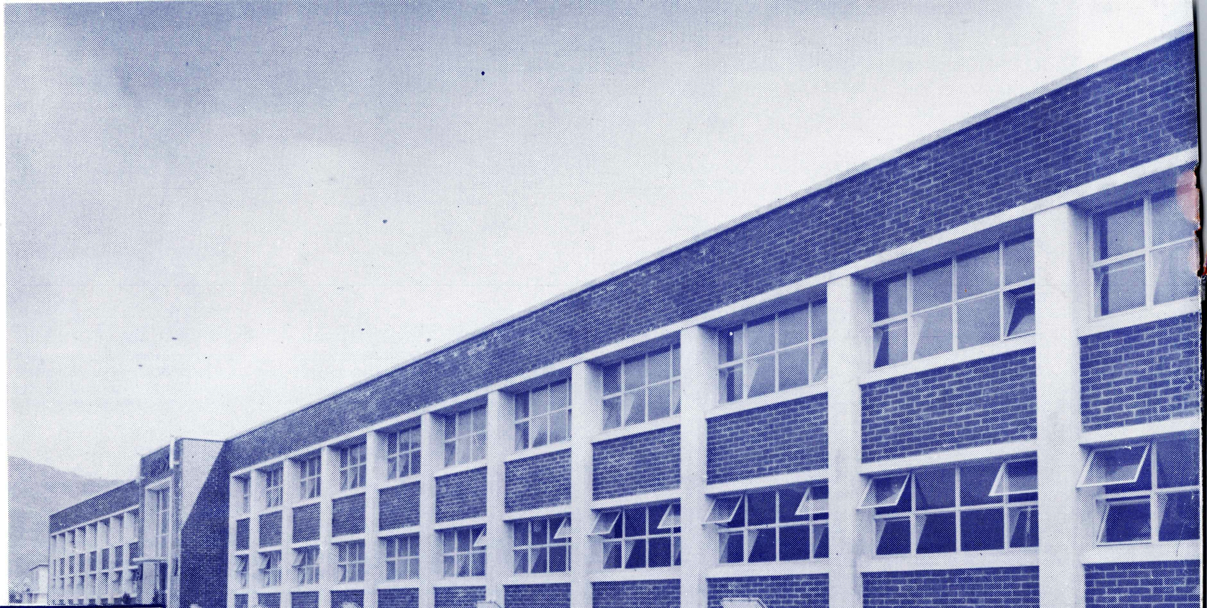
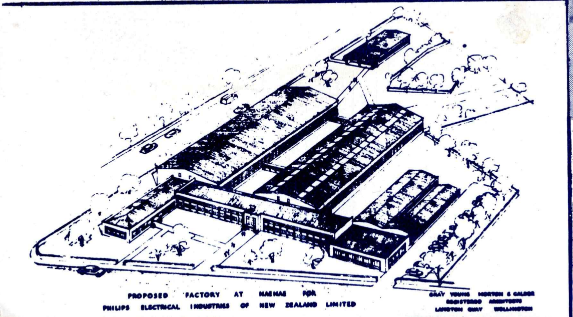
Philips Electronic Centre today

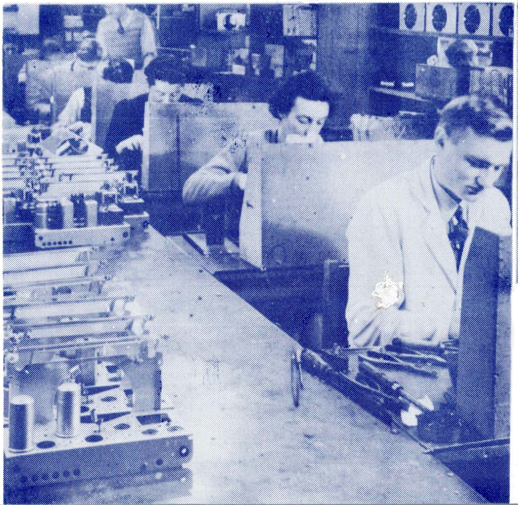



PROPOSED FACTORY AT NAENAE FOR
PHILIPS ELECTRICAL INDUSTRIES OF NEW ZEALAND LIMITED
GRAY YOUNG MORTON & CALDER
REGISTERED ARCHITECTS
LAMBTON QUAY WELLINGTON

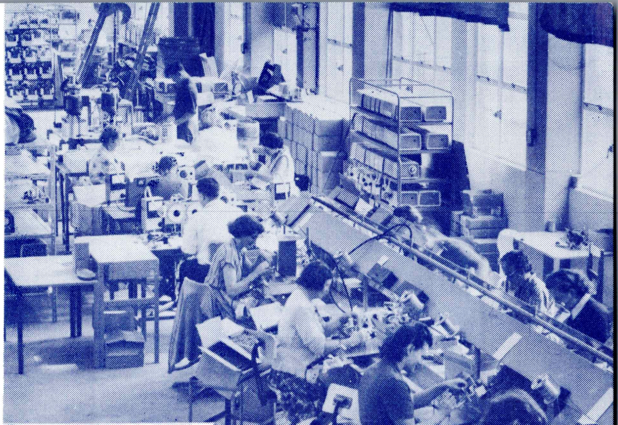
and as it will appear when completed.

. . . AND NOW TODAY

. . . begins a new era in the company's history. Thirty-two short years ago, only one New Zealand home in every hundred had a radio receiver. Kerosene lanterns and outdated gas lamps lit thousands of our homes. Today the New Zealand radio industry manufactures almost 100,000 sets every year. Nearly every household has a radio—many of them three or four—and only in the still developing outbacks are there homes not connected with electricity. No other industry has enjoyed such phenomenal growth as the electrical industry, and Philips is proud to have played its part in providing material benefits that have helped set New Zealand's standard of living as an example to the world. More recent years have seen, too, an unprecedented growth in the firm's activities, not only in the supply of radios, but in a huge



The assembly line in the old Wakefield Street factory



. . . and the new production line at the Naenae Electronic Centre.

range of other quality equipment—X-ray apparatus for the nation's world-renowned health projects; modern lighting to make our homes and highways safer; microgroove recordings to bring the orchestras of the world to New Zealand sitting-rooms; hearing-aids with their message of hope for the deaf . . . fans and sunlamps, speed shavers and transistors—signs of advancing science far too numerous to mention.

But, while much has been achieved, the world of progress never stands still. And it is with the utmost confidence in the future of New Zealand that Philips opens its new Electronic Centre in Naenae, Lower Hutt—a venture that will manufacture and increase still further the extensive range of Philips products available to the New Zealand public. Set in attractive surroundings, with its grounds to be laid out in gardens and lawns, the Centre covers an area of 44,000 square feet, but it can be expanded to three times that size.

Modern lighting and colour techniques greatly enhance working conditions.

All the working rooms are designed with the windows extending down close to floor level. Other lighting and colour schemes have been specially designed to give maximum visual comfort to employees. Noise disturbance has been cut to a minimum by ceilings of acoustic tiling, and specially ventilated doors eliminate dust. Provision for staff social activity includes a modern cafeteria and later a separate social hall for dances and concerts. A Personnel Department is devoted exclusively to staff welfare.

Production layout provides for the manufacture of commercial television receivers just as soon as TV. arrives—the first New Zealand factory built with television definitely in view. And the finest commercial research laboratory in the country will be constantly engaged in adapting equipment to New Zealand conditions and experimenting with television, radio and other electrical apparatus that will help make New Zealand's next 20 years of progress even more stimulating and rewarding.

New Zealand's most up-to-date commercial laboratory.

A WORLD...

Philips has manufacturing or sales organisations in:

ALGIERS
ARGENTINA
AUSTRALIA
AUSTRIA
BELGIAN CONGO
BELGIUM
BRAZIL
CANADA
CHILE
COLOMBIA
DENMARK
ECUADOR
EIRE
EGYPT
FINLAND
FRANCE
GERMANY
GREAT BRITAIN
GREECE
HAVANA
HONG KONG
INDIA
INDONESIA
ITALY
LEBANON
MALAYA
MAROCCO
MEXICO
NETHERLANDS
NEW ZEALAND
NORWAY
PAKISTAN
PARAGUAY
PERU
PORTUGAL
SOUTH AFRICA
SPAIN
SWEDEN
SWITZERLAND
TURKEY
UNITED STATES OF AMERICA
URUGUAY
VENEZUELA

...OF PHILIPS PRODUCTS

The growing range of Philips products includes:

LIGHT
Incandescent lamps
Motor car lamps
Infra-red lamps
Photo- and projection lamps
Decorative lamps
Miniature lamps
Fluorescent and other discharge lamps

RADIO AND DOMESTIC
Radio and television sets
Gramophone equipment
Dry-shavers
Hearing aids
Refrigerators
Washing machines
Irons
Toasters
Vacuum cleaners
Heaters
Fans
Coffee mills

ELECTRONICS
Receiving, amplifying and rectifying tubes
Special electronic tubes
Transmitting and industrial tubes
Television tubes
X-ray tubes and valves
Cathode-ray tubes
Radar tubes

TELECOMMUNICATIONS
Radio transmitters, receivers and transceivers
Radar installations
Television transmitters
Telephony and telegraphy equipment

MEDICAL
X-ray equipment
Diathermy and irradiation apparatus
Iron lung
Electron microscope

PHARMACEUTICAL/ CHEMICAL
Pharmaceutical products
Vitamins and Vitamin-preparations
Insecticides and fungicides
Radio-active isotopes

INDUSTRIAL AND SCIENTIFIC
H. F. Heating devices
Welding apparatus and electrodes
Rectifiers
Measuring and recording instruments
Condensers
Cyclotron and Betatron
Ultra H.T. apparatus
X-ray apparatus
Geiger Muller counters

ELECTRO-ACOUSTICS
Hi-Z Record playing equipment
Amplifying material
Cinema equipment
Recording equipment
Large-screen television

MUSIC
Standard and Minigroove records

COMPONENTS
Switching and mounting material
Quartz crystals
Magnetic ceramics

MATERIALS AND MACHINES
Paper and cardboard
Philite products (Plastics)
Glass and ceramics
Chemical products
Wire
Industrial tools

PHILIPS